videocites

follow your videos, everywhere.

Presenting: Eyal Arad

AUTOMATED CONTENT PROTECTION, ANALYTICS AND MONETIZATION ACROSS SOCIAL PLATFORMS

VIDEOCITES

INTRODUCING A COLLECTION OF SAAS PRODUCTS UTILIZING AI-BASED VIDEO SEARCH ENGINE AND SCALABLE ULTRALIGHT VIDEO FINGERPRINTING TECHNOLOGY

Our Customers Are

Major Hollywood Studios and TV Networks
Sports broadcasting rights holders
Media and video-oriented companies
Multi-Channel Networks
Home-Land Security Agencies

Content and Rights Management

Allowing content owners to keep track and better monetize their videos

Dynamic BI and True Viewership Analytics

Based on metrics of the official release and its full/partial copies, allowing content owners to identify the real distribution patterns and true engagement of their videos across the internet

Video Catalog Database Optimization

Smart tools for video content deduping, comparison and verification

ULTRALIGHT VIDEO ID TECHNOLOGY

All Online Video Content

Fingerprinting videos, extracting metadata and indexing in our databases

Query Video

Creating ultralight fingerprints and sending them as a query to the search engine

Search Results

Metadata Database

Fingerprints Database

UVID Search Engine

Partial/full duplications of identical or manipulated query video

videocites
follow your videos, everywhere.

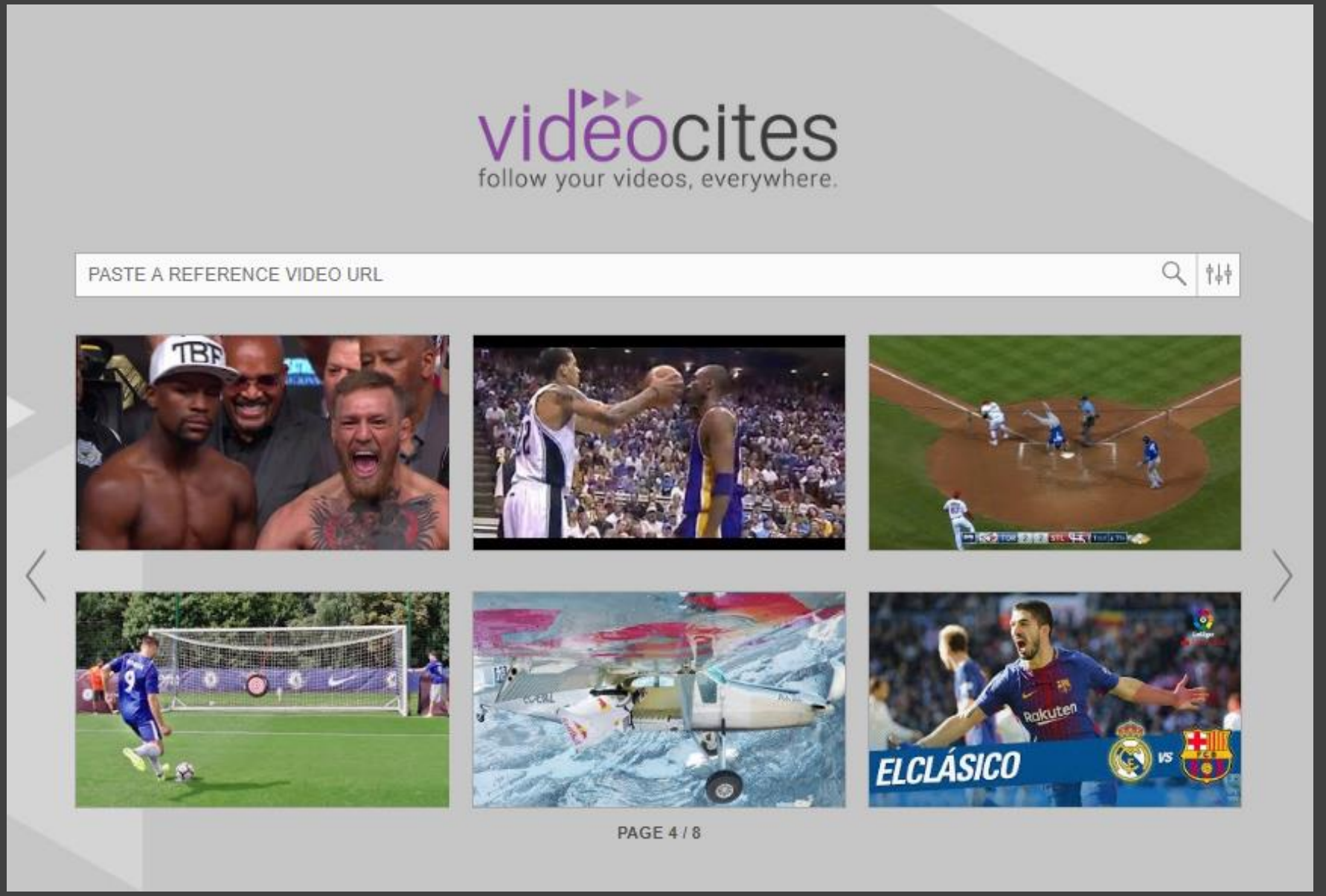
ONLINE PRODUCT FAMILY

searching on the online video and social platforms

INTERACTIVE - ON DEMNAD VIDEO BASED SEARCH ENGINE

INTERACTIVE is a real time search engine. Find more copies, immediately.

- Paste one query video URL from any platform.
- Query is downloaded, decoded and fingerprinted on the fly.
- Search engine streams all full/partial copies to the results page.
- Export data to CSV.



DISCOVER - CONTENT AND RIGHTS MANAGEMENT SYSTEM

One time registration of video content

Content Owner

Monetize duplications and manage claims

Protected Content

Monetize | Track | Block | Take down

Dashboard

Periodic search according to service level and policy

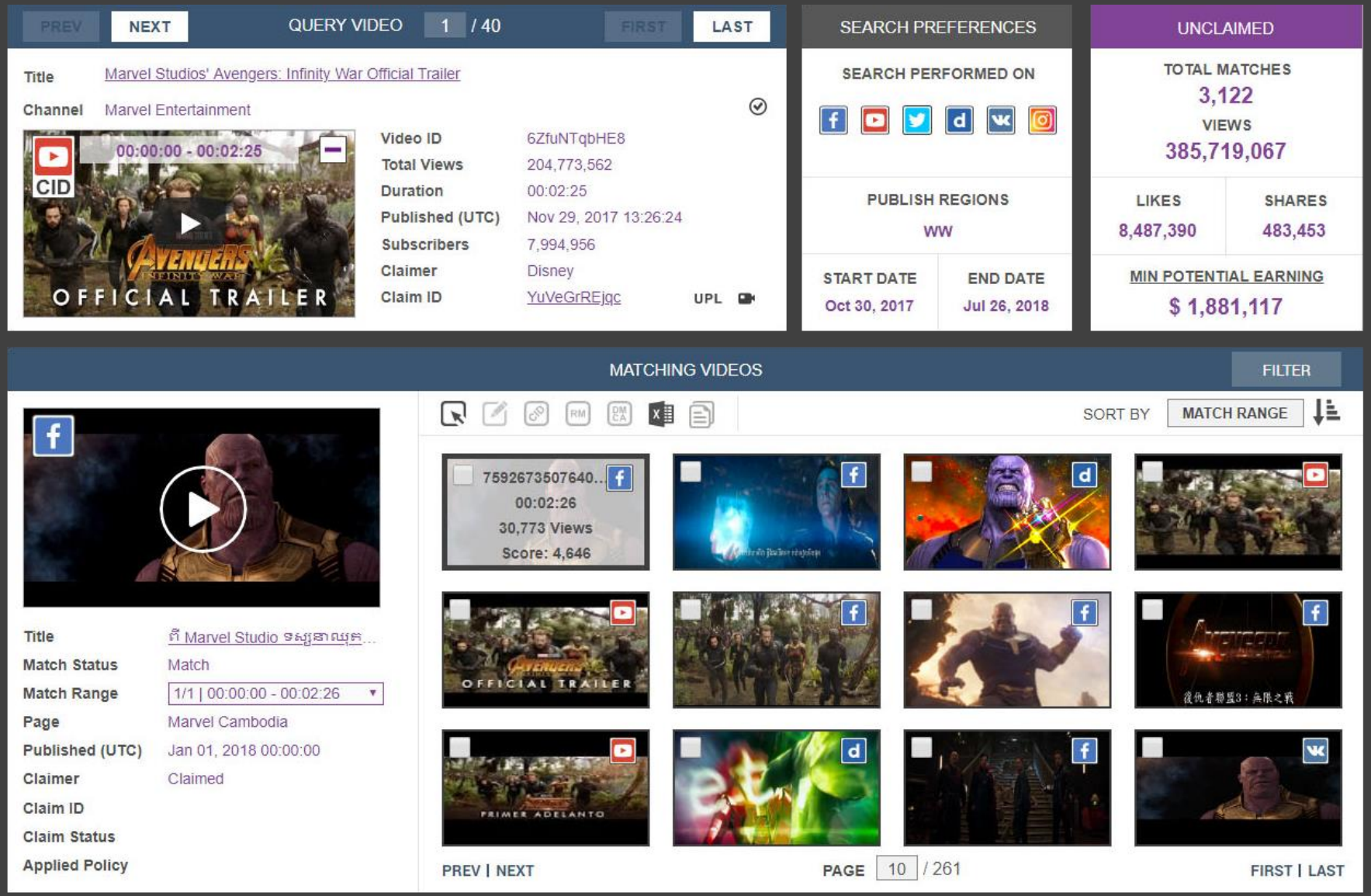
Videocites Search Engine

Finds full or partial duplications on multiple platforms

DISCOVER - CONTENT AND RIGHTS MANAGEMENT SYSTEM

DISCOVER dashboard provides one-stop-shop for content and rights management activities

- Multiple queries.
- Create your own desired view by extensive sort, filter and selection criteria.
- Tag and manage copies.
- Direct claim or takedown via integration to platform's copyrights APIs.
- Aggregated metrics per query.
- Export data to CSV.



COMPARISON ANALYSIS CASE STUDY - PREMIUM CONTENT

80%

Of the duplications were detected during the first 24 hours from re-upload

DETECT EARLY

Saved inspection time

NO FALSE-POSITIVES

15%+

Of the duplications were uploaded 4+ days after the asset release

SEARCH CONTINUOUSLY

92%

Lost eyeballs are saved

MORE VALUE

VIDEOCITES ADDED VALUES

Search By The Video Itself

If it is a partial or full copy of your video, we'll find it ! No matter if it was edited and what is the current metadata, title, language, voiceover, soundtrack

Save Time And Resources

No more tedious manual textual searches, no more browsing through endless irrelevant results, no more false claims

Immune To Video Manipulations

Thanks to machine-learning, our algorithms are resilient to video manipulations - resolution, aspect ratio, colors, rotations, flips, crops, overlays and more…

Detect Early

Processing millions newly uploaded videos per day, we are able to detect your copies before views are starting to mount, enabling quick monetization or takedown

Look Everywhere

And adding new platforms

Search Continuously

Our system is scalable, automated and cloud-based. Therefore, we can search your premium valuable content every day forever.

VIEWPOINT - DYNAMIC BI AND TRUE VIEWERSHIP ANALYTICS

Based on metrics of the official release and its full/partial copies, **VIEWPOINT** dashboards allow content owners to identify the real distribution patterns and true engagement of their videos across the internet.

VIEWPOINT derives meaningful insights for decision makers:

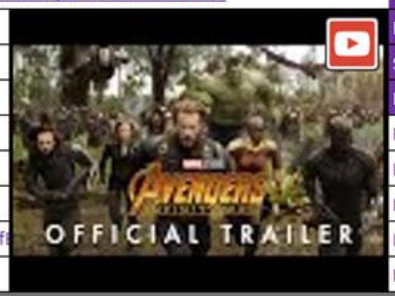
- Real traction of their content across time and platforms.
- Brand awareness, audience preferences and potential relevant influencers.
- Lost revenue, monetization opportunities, competition and high volume infringers.

FIRST | PREV | **MATCHING VIDEO DETAILS** | NEXT | LAST

TITLE	2018年、究極の最強チームが映画史を変える‼『#アベンジャー	VIEWS	4,099,000		
VIDEO ID	936158200503484416	LIKES	14,887		
PLAT	TW	SHARES	8,198		
PUBLISHED	Nov 30, 2017 09:01:22	MATCH SCORE	1431		
DURATION	00:02:26	M RANGE 1	00:00:00-00:02:26		
VERIFIED	True	M RANGE 2			
CHANNEL	AVG_JP	M RANGE 3			
CHANNEL ID	AVG_JP	M RANGE 4			
CLAIMER	0	M RANGE 5			

DETAILS FOR REFERENCE VIDEO: YT:Marvel Entertainment:6ZfuNTqbHE8

R TITLE	Marvel Studios' Avengers: Infinity War Official Trailer	SEARCH DATE	26/7/2018
R VIDEO ID	6ZfuNTqbHE8	REGION	WW
R PLAT	YT	START DATE	30/10/2017
R PUBLISHED	Nov 29, 2017 13:26:24	END DATE	26/7/2018
R DURATION	00:02:25	R RANGE 1	00:00:00-00:02:25
R VIEWS	204,773,562	R RANGE 2	
R CHANNEL	Marvel Entertainment	R RANGE 3	
R CHANNEL ID	UCvC4D8onUfXzvjTOM-dBf	R RANGE 4	
R CID	Disney	R RANGE 5	

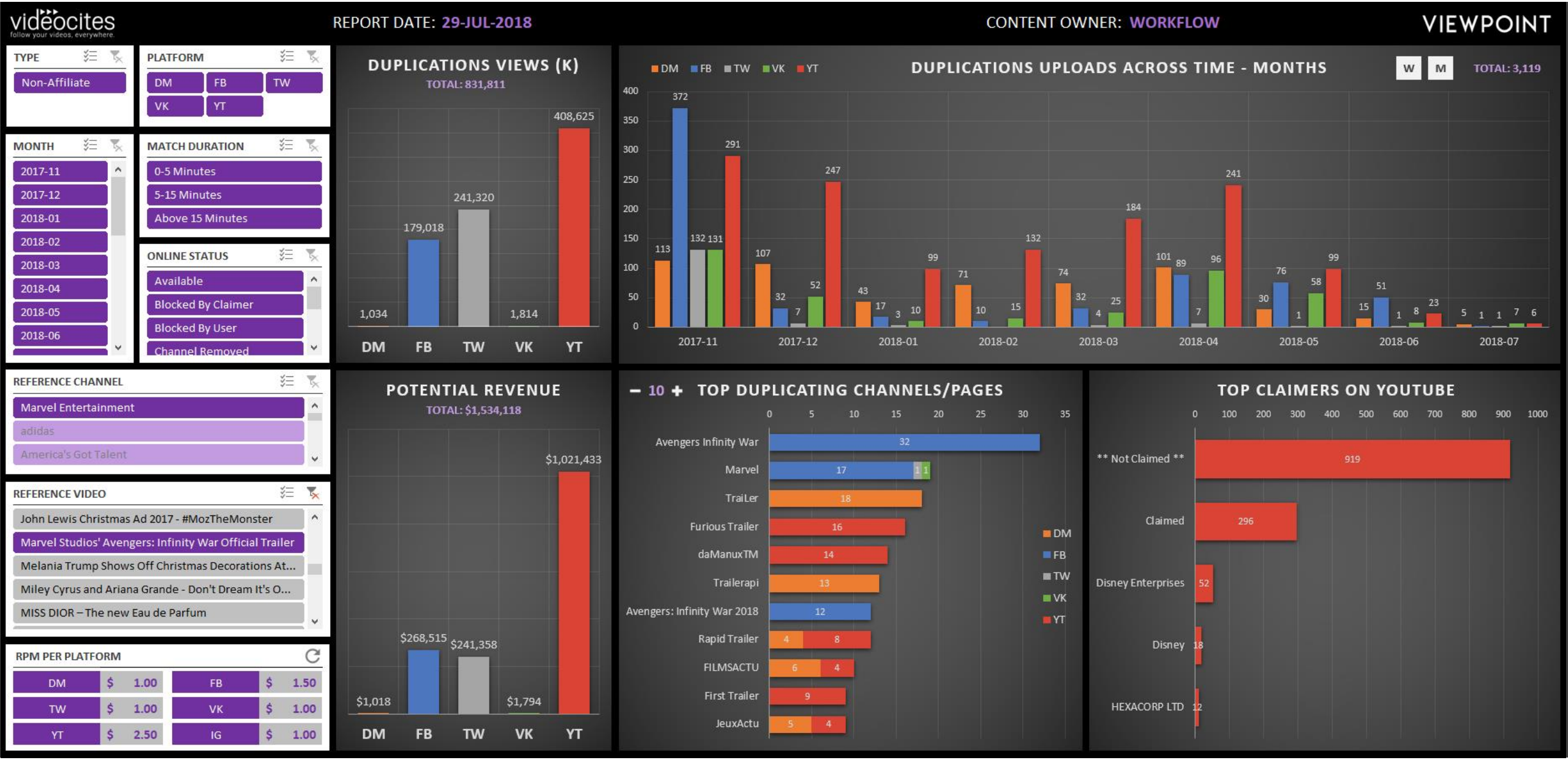


MATCHES SUMMARY

TOTAL MATCHES	3,121
OVERALL VIEWS	831,811,072
OVERALL LIKES	11,832,045
OVERALL SHARES	483,453

VIDEO ID	PLAT	CHANNEL	TITLE	PUBLISHED	DURATION	VIEWS	LIKES	SHARES	SUBS	VIDEO STATUS	CLAIMER	R TITLE	R CID	MATCH STATUS
3700502367559	FB	Avengers	"There was an idea..." Marvel Studios' "Avengers: Infinity Wa	Nov 29, 2017 00:00:00	00:02:24	14,500,415	285,008	0	14,870,404	Available	Claimed	Marvel Studios' Avengers: Infinit	Disney	match
1521616787914	FB	Marvel	A espera acabou! Confira o teaser trailer de Vingadores: Guer	Nov 29, 2017 00:00:00	00:02:26	12,924,237	301,996	0	31,239,125	Available	Claimed	Marvel Studios' Avengers: Infinit	Disney	match
3BXq73F2_z4	YT	BRAMarvel	Teaser Trailer - Vingadores: Guerra Infinita, 26 de abril de 201	Nov 29, 2017 13:27:04	00:02:27	11,368,009	353,781	0	572,792	Available		Marvel Studios' Avengers: Infinit	Disney	match
1652520641464	FB	Marvel	"Chaahe jo bhi kar lo, bach nahi paoge. Tumhaari maut aa chu	Mar 13, 2018 00:00:00	00:02:30	9,732,741	426,228	0	31,239,159	Available	Claimed	Marvel Studios' Avengers: Infinit	Disney	match
QbNdocPMT9Y	YT	ZonaTrailers	Trailer en Español LATINO | AVENGERS 3 INFINITY WAR [ULTR	Nov 29, 2017 23:08:02	00:02:41	9,437,449	114,716	0	414,843	Available		Marvel Studios' Avengers: Infinit	Disney	match
gQrkvZeE3Uc	YT	TRAILER CITY	AVENGERS: INFINITY WAR (2018) | Full Movie Trailer in Fu	Mar 19, 2018 16:00:04	00:02:51	8,363,330	35,280	0	102,019	Available	Claimed	Marvel Studios' Avengers: Infinit	Disney	match

VIEWPOINT - DYNAMIC BI AND TRUE VIEWERSHIP ANALYTICS

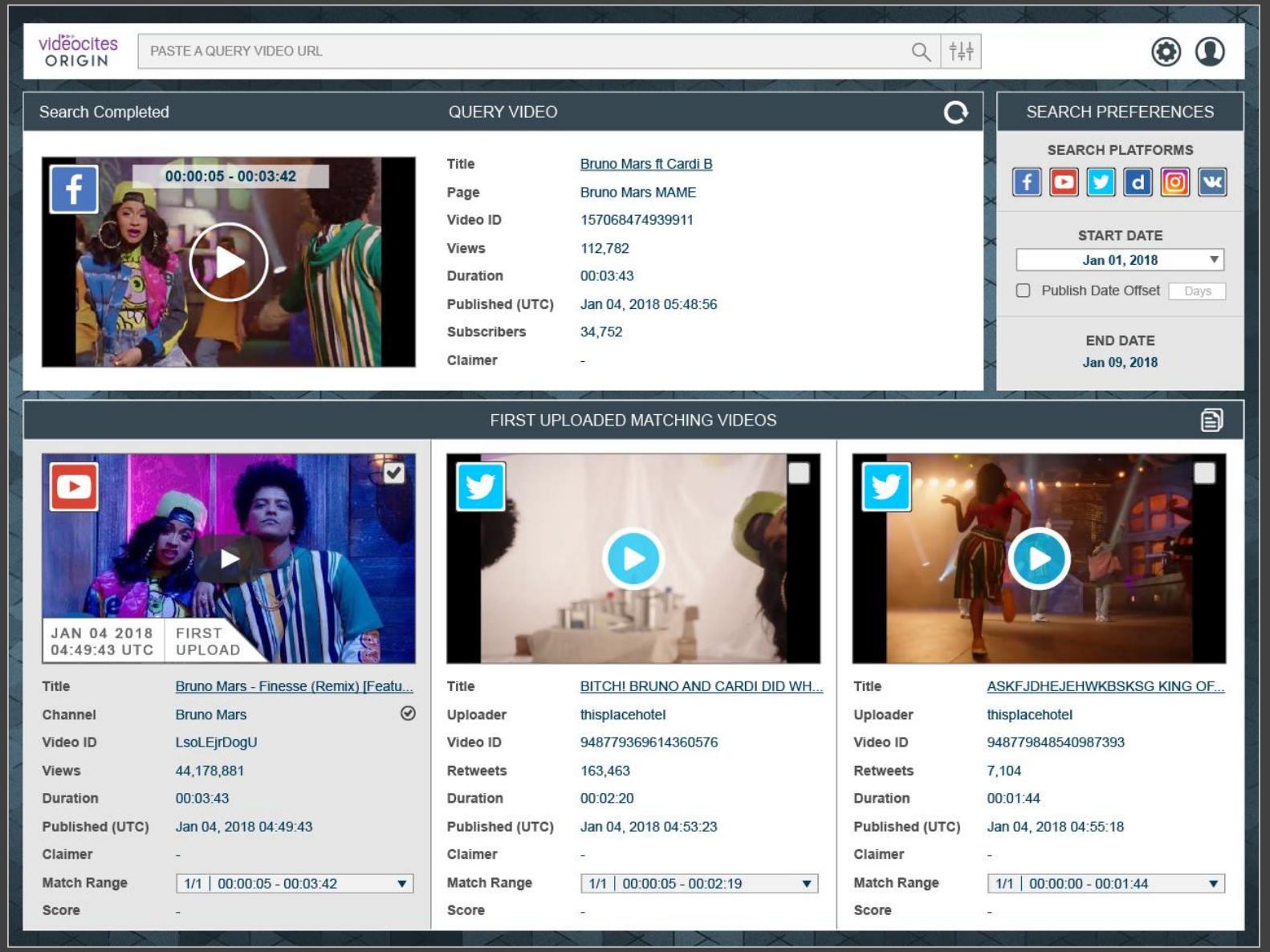


ORIGIN - FIRST UPLOADER SOURCING TOOL

ORIGIN is a designated search module that provides the first 3 uploads of a given reference video.

An extremely efficient and useful search tool for different business use cases in the media industry:

- Quick talent acquisition and viral content licensing.
- Real-time video ownership validation.
- Identification of premium video content "leak" source prior the official release date.



videocites
follow your videos, everywhere.

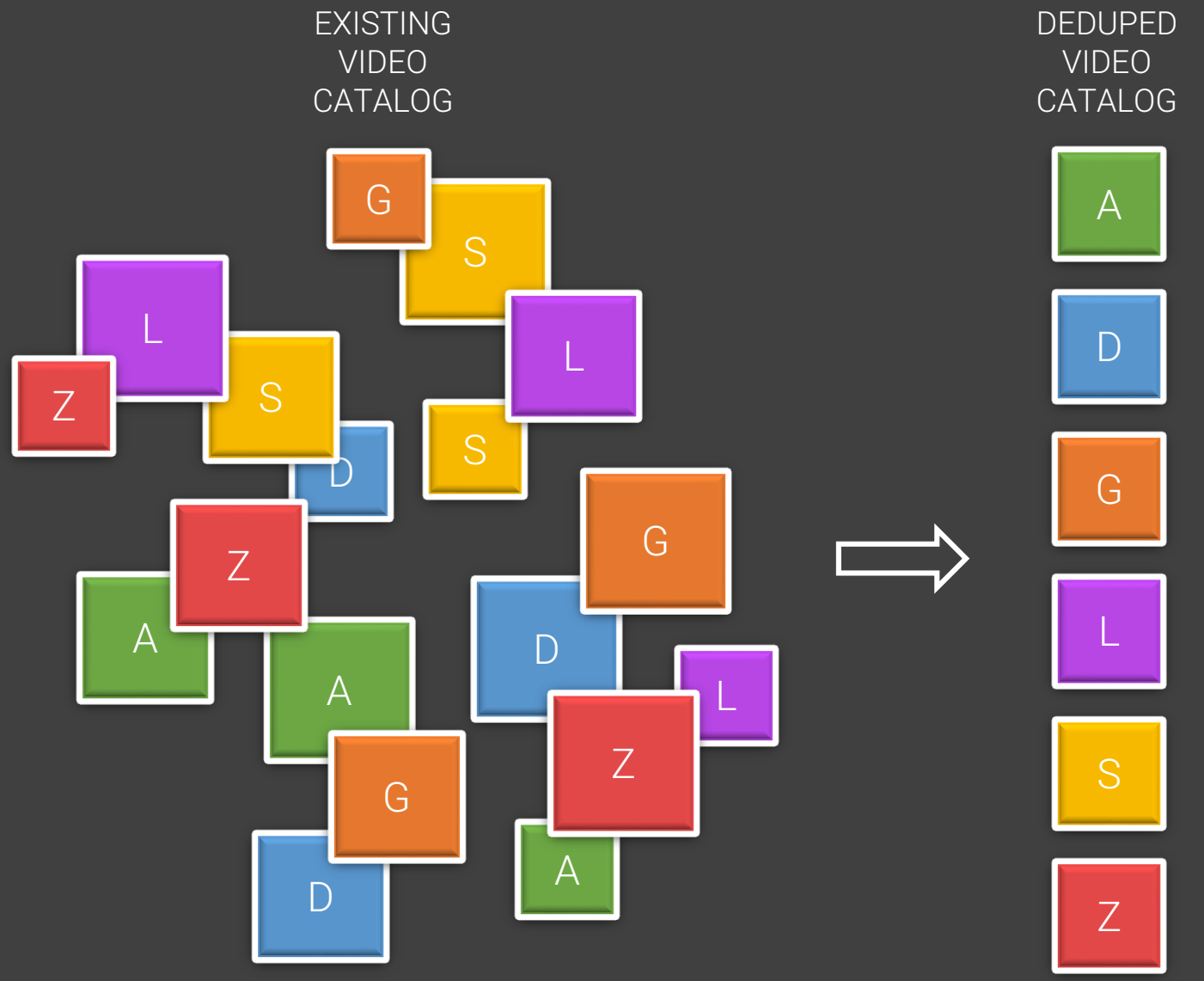
CATALOG PRODUCT FAMILY

searching on and optimizing internal video catalogs

DEDUPE - VIDEO DATABASE OPTIMIZATION

DEDUPE is an efficient cluster analysis tool that runs against large video databases, marks duplications and enable substantial optimization.

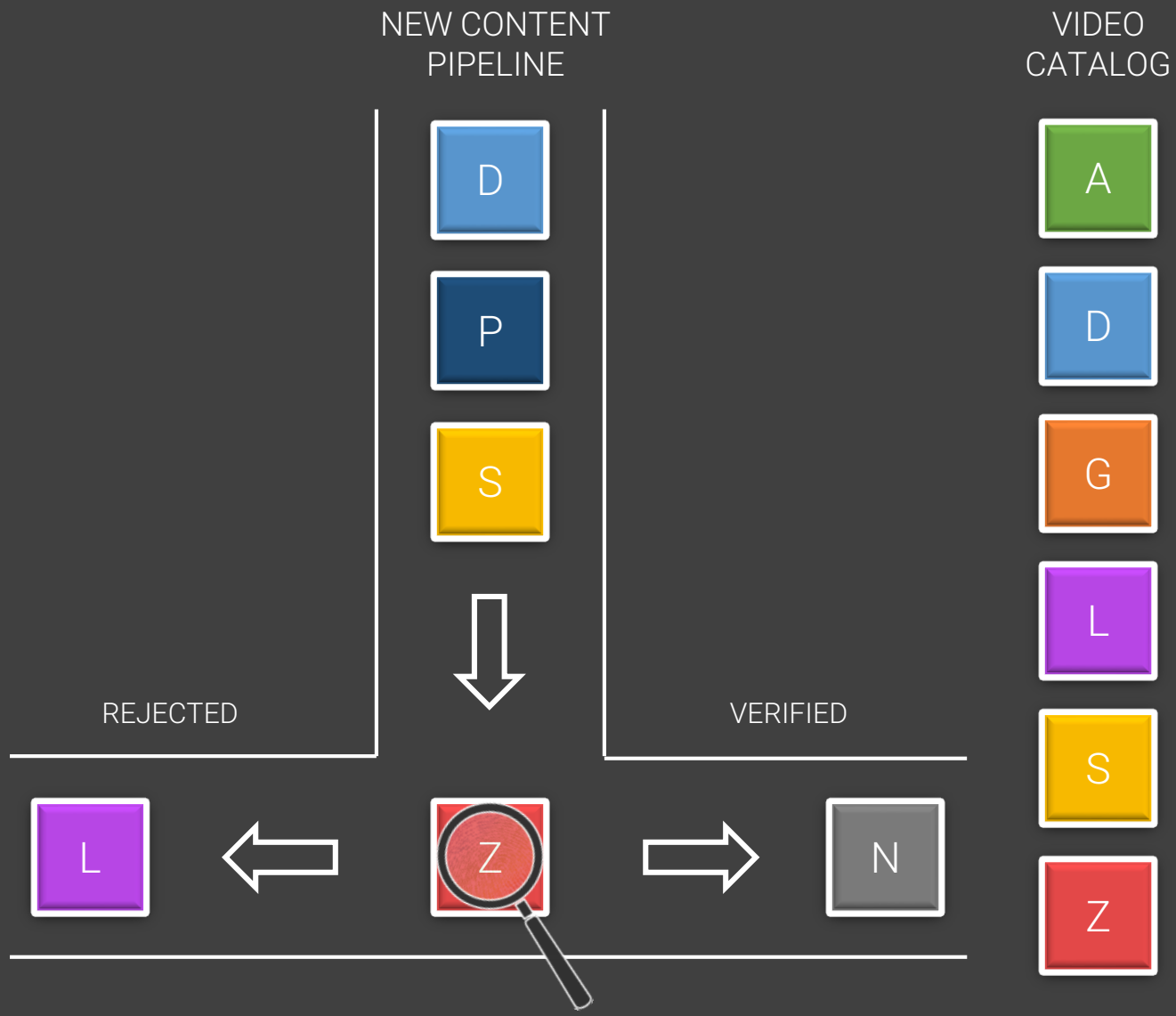
- Cloud-based or on-premise.
- Secured, scalable and fast.
- Pre-defined removal and aggregation policies.
- Allow better content viewability.
- Reduce in storage and management costs.
- Optimize index size and search efficiency.
- Customized reports.



VERIFY - CONTENT COMPARISON AND VERIFICATION

VERIFY system is the gate keeper of your video catalog database. It allows a fast comparison of a given video/s against all existing videos, and reports on full or partial copies.

- Cloud-based or on-premise.
- Secured, scalable and fast.
- Prevent duplicated content in database.
- Prevent acquisition of already owned content.
- Allow better content viewability.
- Reduce in storage and management costs.
- Optimize index size and search efficiency.



videocites
follow your videos, everywhere.

Thank You

eyal@videocites.com